LOCAL WITH OR AGAINST GLOBAL?

Lecture of Giancarlo Canzanelli at the Lebanese University

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GLOBALISTS VERSUS TERRITORIALISTS

GLOBALISTS

- Importance and role of big corporate that need a free global market
- Importance of scale economies for abating costs and increasing productivity
- High cost of research and innovation, that only big global corporate can provide

TERRITORIALISTS

- Market trends are for non-standardised goods and services, and sme’s can supply them
- The global finance is going to fail
- Typical differentiated products coming from diverse areas satisfy more and more consumers, if with good quality
- Any country does have differentiated development, with more developed and less developed areas: development is path-dependent
Development is always locally determined

At local level job and smme are more stable or in regular growth (see the Italian experience)

The European effort in local and regional policies evidences the importance of decentralized development strategies

Valorizing the local endogenous potential it is possible to create more added value for the country, reducing importations, providing jobs, thanks to the product differentiation, which provide more competitive advantage
Provinces with Great Enterprises
Provinces with industrial districts
Provinces with heavy industry or low industrialization
Other Provinces
HISTORICAL PROFILE OF THE EUROPEAN EXPERIENCES AND POLICIES FOR LED

FROM LOCAL TO GLOBAL

Pilot experiences in the North for reconstruction (LEDA)
Industrial Areas

Industrial Districts
SME system areas
Territorial milieu

LEDAs
Technological Parks
Job Creation Agencies
Local Finance

Territorial Pacts
Leader Experience (LAG)
Intelligent Regions (innovation)

Negotiated Planning
Participatory Governance
Devolution
Territorial Marketing

From Local to Global

’60s
’70s
’80s
’90s
’00s
FROM LOCAL TO GLOBAL

WHY?

- PEOPLE KNOW THEIR PROBLEMS, STRENGTHS AND NEEDS

- INDIVIDUAL INTERESTS COINCIDE WITH COLLECTIVE INTERESTS, ALSO FOR PROVIDING WELFARE FOR THEMSELVES AND FUTURE GENERATIONS

- PROXIMITY AND AGLOMORATION MAXIMISE THE EFFECTIVENESS OF ECONOMIC INVESTMENT AND REDUCES BUSINESS COSTS
FROM GLOBAL TO LOCAL

STRENGHTS

Increasing global poverty needs appropriate territorial policies and actions.

The volatile financial flows need more local control on savings and investment.

The environmental crisis could be solved through proximity control and decisions.

The energy crisis could be attenuated through alternative local sources.

The food crises could be decreased through valorising traditional and local crops.
WHAT STRATEGIES FOR TERRITORIAL DEVELOPMENT

National and local interaction, through decentralization and coordination

Sustainable development, assuring coherence between social and economic policies, social equity, territorial equity, environmental protection
WHAT IS “LOCAL”? WHAT IS “LOCAL”? 

INTENSITY

PARTICIPATION

AVAILABLE RESOURCES

MICRO
AS A COMMUNITY

SMALL
AS A MUNICIPALITY

LARGE
AS A COUNTRY

AREA

MICRO
MESO
MACRO

RECIPROCITY

INTENSITY

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## Why the public-private partnership

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THE TERRITORIAL SUSTAINABLE COMPETITIVENESS

**TERRITORIAL**

Generally a over municipal area, with sufficient critical mass of economic resources, and real chances of local partnership

**SUSTAINABLE**

**Institutional sustainability**
Local Public-Private Partnerships and Relational Capital

**Social sustainability**
Real chances for the most disadvantaged people to be included in the economic mainstream

**Environmental sustainability**
Through the participation of the local actors

**COMPETITIVENESS**

Valorisation and innovation of the local competitive advantage and of the local differences and typicalities, through building competitive and sustainable value chains and branding them
HOW TO MAKE IN PRACTICE THE TERRITORIAL SUSTAINABLE COMPETITIVENESS IN 10 STEPS

1. Assess the endogenous competitive potential
2. Build up the local partnership and the relational capital
3. Share the priorities and strategic plans through the local partnership
4. Build up value chains for valorising the strategic resources
5. Promote social and solidarity economy, and include the most disadvantaged people in the value chains
6. Enhance territorial systems and network for innovation
7. Establish a sustainable and comprehensive system for supporting TED (LEDAs)
8. Realise sound territorial marketing strategies and brands
9. Coordinate strategies and actions with the national government
10. Realise international partnerships with other territories
LEDAs are self-sustainable structures, where the local private and public actors, in an agreed and autonomous way, take decisions about projects and initiatives regarding sustainable and human economic development.

LEDAs assure the technical conditions for the implementation of the initiatives, they provide comprehensive services to the territory, they raise funds for financing them.

with the main aim of providing opportunities for decent and sustainable jobs to the overall local population, with particular reference to the most vulnerable part of it.
THE LEDA’S SERVICES

**Strategic Services**
- Continuous diagnosis of the territorial resources
- Guidance to members' for development strategic initiatives,
- Support to local government designing strategies for economic development
- Project development and financing,
- Support to local networks,
- Support to the inclusion of the most disadvantaged people in the economy.

**Business Services**
- Assessment on market opportunities,
- Technical assistance,
- Access to credit,
- Promotion of social and cooperative economy.
- Promotion of innovation and technological exchange

**Human Resources Development**
- Empowerment of capacities of local institutions and associations,
- Skill development,
- Entrepreneurial development
- Empowerment of women and the most disadvantaged people

**Territorial Promotion**
- Territorial marketing
- Territorial brands
- Project financing
- Strategic projects' management
- Internationalization promotion
- Support to international partnerships
TERRITORIAL MARKETING
COHESION - IMAGE - COMMUNICATION

**COHESION**
- Culture Mission

**IMAGE**
- Local value transmitted = Projected image

**COMMUNICATION**
- Perceived Image

Internal Marketing

- What the territory is

External Marketing

- What the population thinks the territory is
- What the other ones think the territory is
THE ART GOLD PROPOSAL

NATIONAL SUPPORT
- Intergovernmental Coordination
- Capacity building polices
- National networking
- Evaluation and Monitoring

TERRITORIAL STRATEGIES
- Valorization municipal potential
- Value Chains Building
- Territorial Brands
- Territorial Planning

COMPREHENSIVE SERVICES
- Ledas
- Local Finance
- Social Inclusion

INTERNATIONALIZATION
- International territorial partnerships
- Project financing
- Project implementation

TERRITORIAL MARKETING
- Internal Marketing
- Image identification
- External marketing and communication